

## IT&CM CHINA 2015 FACT SHEET

(As at 11 April 2015)

### EVENT

IT&CM (Incentive Travel & Conventions, Meetings), China [9<sup>th</sup> Installment]

14 to 16 April 2015

Shanghai Convention & Exhibition Center of International Sourcing • Shanghai, China

No. 35 Zhongjiang Road, Putuo District, Shanghai, PR China

Tel: 86 21 6029 0070 | Fax: 86 21 6029 0071 | Website: [www.shcec.com.cn](http://www.shcec.com.cn)

### ABOUT IT&CM CHINA

#### The Leading International MICE Event In China

Since 2007, IT&CM China has established itself as China's leading international Meetings, Incentives, Conventions and Exhibitions (MICE) business, education and networking event, dedicated to "Promoting China to the World and the World to China". Bringing together Chinese and International MICE exhibitors and buyers in one dynamic marketplace, IT&CM China is the platform for international and leading Chinese players in the MICE industry to explore business opportunities on all fronts – inbound, outbound and domestic. Delegates to the 3-day event receive the best return on their investment in business, education and networking through structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours. IT&CM China 2015 is co-organised by 3 parties: **TTG Events**, a business group of TTG Asia Media, **CITS International M.I.C.E.** – a wholly-owned subsidiary of CITS (China International Travel Service) and **MP International**. Event Website: [www.itcmchina.com](http://www.itcmchina.com)

### FEATURES

#### Business

- Up to 100% Pre-Scheduled Appointments: 60% via PSA and Remaining 40% via Online Diary
- Buyers-Meet-Sellers (BMS) Appointment Scheduling Session: for Exhibitors and Buyers
- Exhibition and Appointment Sessions: involving both International and Chinese Exhibitors and Buyers
- Official Press Conference and Media Briefings by National Tourism Organisations and Industry Organisations (for Media Only)
- 3 Association Destination Presentations

#### Education

- 4 Association Day Forums @ IT&CM China (15 and 16 April). See page 7 for speaker details.

15 April 2015 Association Day	16 April 2015 Association Day
Association Day Forum 1 <b>Destined for Success: Choosing a Meeting Destination</b> Moderator: Kitty Wong Panellists: Patrick Chen, Heike Mahmoud, Roger Shu	Association Day Forum 3 <b>International Association Meetings in China</b> Speaker: Liu Ping
Association Day Forum 2 <b>Changing Times Call for Changing Membership Models</b> Speaker: Song Tao	Association Day Forum 3 <b>Driving the Cost of Association Meetings Down</b> Speaker: Betsy Bondurant

- 6 Campfire Sessions (15 and 16 April) See page 7 for speaker details.

15 April 2015	16 April 2015
Campfire 1 <b>Selling at Tradeshows</b> Speaker: Hugo Slimbrouck	Campfire 4 <b>Understanding the Chinese Corporate Travel Market</b> Speaker: Shao Min
Campfire 2 <b>Winning the War for Talent</b> Speaker: Kevin Hinton	Campfire 5 <b>Technology Trends in the Chinese MICE industry</b> Speaker: Vicky Zhang
Campfire 3 <b>Harness Mobile for Unexpected ROI at Meetings and Events</b> Speaker: Anna Sawyer	Campfire 6 <b>Marriott "Meetings Imagined" - Inspiration and Tools for Successful &amp; Impressive Meetings &amp; Events</b> Speaker: Adelina Ye

#### Social Events and Functions

- 2 x Pre-Show City Tours of Shanghai
- Opening Ceremony and Welcome Dinner
- 2 x IT&CM China Networking Lunch
- Networking Cocktail for Invited Guests by JW Marriott Changfeng Park
- Hosted Dinner for Invited Guests by MEET Taiwan
- Hosted Luncheon for Invited Guests by Business Events Australia

- 1 x Post-Show Tour

#### Partner Events

- CTW China 2015
- Future Leaders Forum 2015 by IMEX – MPI – MCI
- Shanghai Business Events Week (14 to 18 April 2015)

#### Others

- Buyer and Media Hosting Programme
- Show Preview as part of TTG Show Daily Day 1 (14 April)
- Mobile App ([www.guidebook.com/guide/27301](http://www.guidebook.com/guide/27301))

#### 2015 EVENT OVERVIEW

- 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations
- 400 hosted delegates
- Over 12,000 business appointments
- Over 70 business, education and networking sessions
- Array of new international and Chinese destinations, and new exhibiting industries
- Educational sessions over 2 days covering Association Management/Meetings and MICE-interest topics
- Networking events by JW Marriott Changfeng Park, MEET Taiwan and Business Events Australia
- Shanghai Business Events Week runs from 14 to 18 April this year

#### WHAT IS NEW

- Larger percentage of Chinese buyers (80%)
- Larger percentage of new buyers (61%)
- Tie up with new supporting associations American Society of Association Executives (ASAE) and World PCO Alliance.

#### DELEGATE STATISTICS (PRE-REGISTERED)

**TOTAL: 1,185 from 48 Territories**

- **Exhibitors: 680**
- **Buyers: 435**
- **Media: 70**

#### EXHIBITORS

**Exhibition Area (gross): 5,500 square metres (sqm)**

#### 680 Exhibitors from 263 Exhibiting Companies and Organisations

*Complete details available in the IT&CM China 2015 Show Directory*

**Exhibiting International and Chinese MICE Destinations:** Australia, Belgium, Canada, Egypt, Germany, Guilin, Hangzhou, Hong Kong SAR, Hunan, India, Indonesia, Japan, Macau SAR, Malaysia, Ningbo, Philippines, Sanya, Shanghai, Suzhou, South Korea, Sri Lanka, Taiwan, Thailand, United Arab Emirates, United Kingdom, United States of America, Vietnam, Xiamen

**New Corporate Brands Taking Their Own Pavilions / Booths:** Al-Tayyar Travel Group, Carlson Wagonlit Travel, Chic Outlet Shopping®, Carlson Wagonlit Travel, Chimelong Hotels, China Eastern Airlines, Delta Airlines, Guidebook, HK CTS Hotels Co., Ltd, HNA Hotels & Resorts, Howard Johnson Conference Resort, Marriott Hotels, Melia Hotels International, Pan Pacific Hotels & Resorts, UnionPay International, Wyndham Hotels & Resorts

**Largest Exhibiting Pavilions:** Macau Government Tourism Office (192sqm)

#### Types of Exhibitors:

Adventure & Incentive Travel Suppliers	Events Management Companies &	Theme Parks
Car Rental Companies	Entertainment Suppliers	Trade Associations
Coach, Car & Railway Operators	Golf Courses	Trade Publications / Media
Convention Visitors Bureaus	Hotels & Resorts	Travel / Meeting Technology &
Cruise Lines	National / State Tourism Organisations	Multimedia Companies
Destination Management Companies	Professional Conference Organisers	Travel Management Companies
	Serviced Apartments	Travel-Related Suppliers
	Spas	

## BUYERS

**435 Buyers (20% International – 80% China) from 42 Territories:** Australia, Bangladesh, Belgium, Brazil, Bulgaria, Cambodia, Canada, China PR, Croatia, Czech Republic, France, Germany, Greece, Hong Kong SAR, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Kazakhstan, Latvia, Macau SAR, Malaysia, Mexico, Netherlands, Philippines, Poland, Portugal, Russia, Singapore, South Korea, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom and United States of America

*Complete details available in the IT&CM China 2015 Buyer's Profile*

### International Buyers Breakdown by Region:

Asia-Pacific (Less China)	52%
Europe	37%
Americas	9%
Middle East	2%

**Percentage of New Buyers:** 61%

**Largest Number of International Buyers from:** India (11), Australia (8), United States of America (7)

### Types of Buyers:

Corporate Companies with Incentive Programmes	Incentive / Motivation Houses	Professional Conference Organisers
Destination Management Companies	International Associations	Travel Agent Handling Incentives
	Meeting Planners	Travel Management Companies

## MEDIA

**70 Media from 16 Territories (Including China):** Australia, Belgium, China PR, Egypt, Germany, India, Japan, Mexico, Nigeria, Philippines, Portugal, Slovenia, South Korea, Spain, Sri Lanka, Sweden

### Media Breakdown by Region:

Europe	11%
America	1%
China	73%
Asia-Pacific (Less China)	13%
Middle East	1%
Others	1%

**Largest Number of Media Delegates from:** India (4%)

**New Participating Territories:** Egypt, Japan, Nigeria, Philippines, Portugal, South Korea, Spain, Sri Lanka, Sweden

### Media Partners:

- 7 Official Media
- 20 Media Affiliates
- 2 Contributing Media

## SOCIAL FUNCTIONS & ACTIVITIES

### 1. Pre-Show City Tours In Shanghai

- a) TOUR 1: Tour of Yuyuan Garden, Yuyuan Garden Bazaar, Shanghai Old Street 13 April | 1400 - 1700hrs  
b) TOUR 2: Tour of Shanghai Tower 14 April | 0900 - 1200hrs

*Open To: All registered international Buyers and Media delegates only. (Registration is closed)*

### 2. IT&CM China | CTW China 2015 Joint Opening Ceremony & Welcome Dinner

Date: 15 April 2015, Tuesday  
Time: 1830 – 2100hrs  
Venue: Grand Ballroom, Marriott Shanghai Parkview  
Entry: For all Delegates  
Dress Code: Smart Casual

### 3. IT&CM China Networking Lunch

Date: 15 & 16 April 2015, Wednesday & Thursday  
Time: 1230 – 1330hrs  
Venue: Buyers Lounge & Lunch Area, Exhibition Hall, Level 1, SHCEC

Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only  
Dress Code: Business Attire

#### 4. Networking Cocktail Hosted By JW Marriott Changfeng Park

Date: 15 April 2015, Wednesday  
Time: 1800 – 1930hrs  
Venue: Function Room 1-3, JW Marriott Shanghai Changfeng Park  
Entry: For Invited Guests only  
Dress Code: Business Attire

#### 5. Dinner Hosted By MEET Taiwan

Date: 15 April 2015, Wednesday  
Time: 1830 – 2100hrs  
Venue: Ballroom A, JW Marriott Shanghai Changfeng Park  
Entry: For Invited Guests only  
Dress Code: Business Attire

#### 6. Lunch Hosted By Business Events Australia (BEA)

Date: 16 April 2015, Thursday  
Time: 1230 – 1330hrs  
Venue: Function Room 1-2, JW Marriott Shanghai Changfeng Park  
Entry: For Invited Guests only  
Dress Code: Business Attire

#### 7. Post-Show Tour To Hangzhou: 3 Days 2 Nights

### OFFICIAL PRESS CONFERENCE & MEDIA BRIEFINGS

#### IT&CM China 2015 Official Press Conference

14 April 2015, Tuesday | 1630 – 1730hrs

Meeting Room 1 & 2, Shanghai Marriott Parkview

- **Mr. Darren Ng**, Managing Director, TTG Asia Media
- **Mr. Lu Yun**, Deputy General Manager, CITS International M.I.C.E. Co., Ltd.
- **Mr. Gordon Chen**, Shanghai Pico Exhibition Co. Ltd

#### Media Briefings

Venue: Room 3M2, Level 3, SHCEC

15 April 2014, Wednesday		Presenter
0930 – 1000	<b>Bloomington, MN Convention &amp; Visitors Bureau</b>	<b>Ms. Bonnie Carlson</b> , President & CEO
1030 – 1100	<b>Xiamen Conference and Exhibition Association</b>	<b>Mr. Guoyue Qiu</b> , Deputy Director General <b>Ms. Jingjing Liao</b> , Liaison Official
1130 – 1200	<b>Delta Air Lines</b>	<b>Ms. Mandy Zhou</b> , General Manager, China & Mongolia
16 April 2014, Thursday		Presenter
0930 – 1000	<b>Chic Outlets Shopping</b>	<b>Mr. Marcelo Molinari</b> , Deputy Tourism Director – Global Marketing
1030 – 1100	<b>Berlin Tourismus &amp; Kongress GmbH</b>	<b>Mr. Burkhard Kieker</b> , CEO
1130 - 1200	<b>Central Hall Westminster</b>	<b>Mr. Paul Southern</b> , Managing Director
1430 – 1500	<b>Marriott International Inc.</b>	<b>Ms. Adelina Ye</b> , Area Director of Sales and Marketing, East China
1530 - 1600	<b>Thailand Convention &amp; Exhibition Bureau</b>	<b>Ms. Nooch Homrossukhon</b> , Senior Manager of Meeting and Incentive Promotion Section

### MEDIA CENTRE

Date: 15 to 16 April 2015 (Wednesday to Thursday)  
Opening Hours: 0900 – 1730hrs (Wednesday) | 0900 – 1700hrs (Thursday)  
Venue: Exhibition Hall, Level 1, SHCEC

Refer to [www.itcmchina.com](http://www.itcmchina.com) for Media Centre Facilities and Guidelines

### EXHIBITION INFORMATION

#### Exhibition Admission

Admission to IT&CM China 2015 Exhibition is by delegate badge on 15 – 16 April 2015.

#### Exhibition Hours

15 April 2015 (Wednesday)	1000 – 1730hrs
16 April 2015 (Thursday)	0930 – 1700hrs

#### Registration Hours

15 April 2015 (Wednesday)	0900-1730hrs
16 April 2015 (Thursday)	0900-1700hrs

All registrations will take place at Registration Counters, Exhibition Hall Lobby, Level 1, SHCEC

#### Badge Categories

- Red Exhibitor
- Blue Buyer
- Green Media
- Purple VIP
- Pink Trade Visitor
- Yellow Speaker
- Orange Organiser, Staff
- Clear Future Leaders Forum

#### ON-SITE SERVICES

##### Show Organisers' Office

Exhibition Hall, Level 1, SHCEC

##### Reimbursement Office

Venue: Reimbursement Room, Room 3M4, Level 3, SHCEC

Date: 16 April 2015 (Thursday)

Time 0930 – 1630hrs

##### Official Contractor

Pico IES Group (China) Co., Ltd

On-Site Office: Exhibition Hall, Level 1, SHCEC

Main Office: No. 99 Lane 4499, Cao'an Highway, Jiading District, Shanghai 201804, China

Contact: Mr. Jayz Ni

Tel: +86 21 6010 8780 | Fax: +86 21 6010 8601

Email: [jayz.ni@cn.pico.com](mailto:jayz.ni@cn.pico.com)

##### Official Freight Forwarder

APT Showfreight Shanghai Co., Ltd

On-Site Office: Exhibition Hall, Level 1, SHCEC

Main Office: Room 2005, Modern Plaza Tower 1, 369 Xian Xia Road, Changning District, Shanghai, PR China, 200336

Contact: Ms. Candy Jiang

Tel: +86 21 6124 0090 Ext. 308 | Fax: +86 21 6124 0091

Email: [candy.jiang@aptshowfreight.com](mailto:candy.jiang@aptshowfreight.com)

Website: [www.aptshowfreightlogistics.com](http://www.aptshowfreightlogistics.com)

#### EVENT ORGANISERS

##### TTG Events, A Business Group of TTG Asia Media

TTG Asia Media's Events group promotes business opportunities by staging international trade events that bring industry suppliers and buyers to one marketplace. The group is the founder and organiser of the Incentive Travel & Conventions, Meetings (IT&CM) series of MICE and Corporate Travel events in Thailand (IT&CMA and CTW), China (IT&CM China) and India (IT&CM India). It also owns and manages the Corporate Travel World (CTW) Events, with CTW Asia-Pacific co-located with IT&CMA, and CTW China with IT&CM China. TTG Events is also the longest-running secretariat appointed to manage the ASEAN Tourism Forum (ATF) Travel Exchange (TRAVEX). Other core trade events include Singapore Gifts & Stationery Show (SGSS) and International Feng Shui Convention (IFSC).

##### CITS International M.I.C.E

Based on a 3-year preparation, together with CITS going public in A-share market, CITS International M.I.C.E. Co., Ltd. has now been founded as a wholly-owned subsidiary of CITS. It shares its resources with CITS after its 55 years of operation. CITS International M.I.C.E. Co., Ltd. has been founded to possess new scope and new power within a new framework, and is set to thrive across even more fields.

CITS international M.I.C.E. is carrying out the mission to build up the most respectable M.I.C.E. brand in China and to contribute to the further development of CITS itself in the future.

### MP International

Established in 1987, MP International specialises in organising exhibitions, conferences and special events. The group has organised and managed some 300 national, regional and international events, including the Asia-Pacific Economic Cooperation (APEC) 2009 Leaders' Week. It is a leading international organiser of trade exhibitions, including ITMA and ITMA Asia.

A member of the Pico group, MP International is headquartered in Singapore with a global footprint across Asia and Europe. MP's success with various partners is a testimony of its ability to identify opportunities and maximise the rewards for win-win partnerships.

## EVENT SUPPORT & SPONSORSHIP

### Endorsing & Supporting Association

- Shanghai Municipal Tourism Administration (SMTA)
- Shanghai Convention & Exhibition Industries Association (SCEIA)
- American Society of Association Executives (ASAE)
- Euromic
- International Association of Professional Congress Organisers (IAPCO)
- International Congress & Convention Association (ICCA)
- MICE Committee of China Association of Travel Services (CATS)
- Outbound Tour Operators Association of India (OTOAI)
- Pacific Asia Travel Association (PATA)
- Society of Incentive Travel Excellence (SITE)
- World PCO Alliance

### Mobile App Partner

- Guidebook

### Onsite Technology Partner

- Info Salons China

### Official Media

- TTG-BTmice China
- TTGmice
- TTGassociations
- TTG China
- TTG Asia
- TTG India
- TTG Asia Luxury
- TTG Show Daily

### Media Affiliates

- ASEAN TODAY
- BBT Online
- Executive PA Magazine Australia & Asia
- Global Travel Media
- ITCM
- Kongres Magazine
- Másexpos Congresos & Convenciones
- MICE in Asia
- MICE Japan
- MICE-Contact
- MICEtalk
- Safari Plus
- Spice Magazine
- The Event
- Tourism Around The World Monthly
- Tourism-Insider
- Travel Talk Asia
- TravelDailyNews
- TTG Central Europe
- Voyager's World

### Official Hotels

- JW Marriott Shanghai Changfeng Park
- Marriott Shanghai Parkview
- Renaissance Shanghai Yangtze Hotel

### Sponsorships & Hosts

- Opening Ceremony & Welcome Dinner: Marriott Shanghai Parkview | Co-host – Marriott Hotels
- Networking Cocktail on 15 April 2015: JW Marriott Shanghai Changfeng Park

- Hosted Dinner on 15 April 2015: MEET Taiwan
- Hosted Luncheon on 16 April 2015: Business Events Australia (BEA)
- Pre-Show City Tours: Shanghai Municipal Tourism Administration
- Post-Show Tour: Hangzhou Tourism Commission

#### IT&CM China 2015 Seminar Speakers

Name	Designation	Company	Territory
Adelina Ye	Area Director of Sales & Marketing – East China	Marriott International, Inc	China
Anna Sawyer	Director of Content/ Product Marketing	Guidebook	United States of America
Betsy Bondurant	President	Bondurant Consulting	United States of America
Heike Mahmoud	Director, Conventions	visitBerlin Berlin Convention Office	Germany
Hugo Slimbrouck	Director of Strategic Partnerships	Ovation Global DMC	Belgium
Kevin Hinton	Chief Excellence Officer	SITE Global	United States of America
Kitty Wong	President	K&A International	Taiwan
Liu Ping	CEO	China Star	China
Patrick Chen	Deputy Director, International Tourism Promotion	Shanghai Municipal Tourism Administration (SMTA)	China
Roger Shu	MICE Manager	Business Events Hangzhou	China
Shao Min	Senior Program Manager	Carlson Wagonlit Travel, China	China
Song Tao	China Advisory Committee Member and Senior Director of Membership, China Automotive Dealer Association	American Society of Association Executives (ASAE)	China
Vicky Zhang	Deputy General Manager	Info Salons China	China

#### IT&CM CHINA 2016

Date: 19 to 21 April 2016

#### CONTACTS

##### TTG Events, a business group of TTG Asia Media

1 Science Park Road #04-07 The Capricorn, Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575 Fax: (65) 6536 0896

Email: [itcmchina@ttagasia.com](mailto:itcmchina@ttagasia.com)

##### CITS International M.I.C.E Co., Ltd

Room 503, CITS Building, 1 Dongdan North St, Dongcheng District, Beijing 100005, China

Tel: +86 010 8522 7997 Fax: +86 010 6522 2310

Email: [itcmchina@citsmice.com.cn](mailto:itcmchina@citsmice.com.cn)

##### MP International (Shanghai) Pte Ltd

No. 99 Lane 4499, Cao'an Highway, Jiading District, Shanghai 201804, China

Tel: +86 21 6010 8990 Fax: +86 21 6010 8900

Email: [itcm@cn.pico.com](mailto:itcm@cn.pico.com)

#### PROJECT TEAM

TTG EVENTS	CITS INTERNATIONAL MICE	MP INTERNATIONAL
<b>Project Management</b>		
<b>Mr. Darren Ng</b> Managing Director	<b>Mr. Zhang Jian</b> Executive General Manager	<b>Mr. Jason Ng</b> Executive Director
<b>Mr. Ooi Peng Ee</b> General Manager	<b>Mr. Wang Lei</b> Director	<b>Ms. Cherry Ye</b> General Manager
<b>Ms. Winnie Chua</b> Event Manager		

#### Exhibitors, Sales and Sponsorship

**Ms. Daisy Zhou**  
Senior Country Manager in China

**Mr. Tony Wu**  
Account Manager

**Mr. Low Li Wei**  
Assistant Business Manager

**Mr. Christopher Seet**  
Event Executive

#### Buyers Hosting Programme

**Ms. Liang Qi Pei**  
Event Executive

**Ms. Tang Daoying**  
Account Manager

**Ms. Deng Chengzi**  
Event Executive

**Ms. Ong Shu Zhen**  
Event Executive

#### Marketing Communications and Media Hosting Programme

**Ms. Cheryl Tan**  
Corporate Marketing Manager

**Ms. Tang Daoying**  
Account Manager

**Mr. Lucas Ren**  
Marketing Manager

**Ms. Eileen Teo**  
Marketing Executive

**Ms. Cheryl Kah**  
Digital Marketing Executive

#### Conference

**Ms. Jo-Ann Siregar**  
Conference Program Developer

**Ms. Tu Kae Yun**  
Event Manager

**Mr. Shi Yi Hui**  
Event Executive

#### Operations

**Ms. Roz Rohman**  
Operations Manager

**Mr. Lucas Ren**  
Marketing Manager